OL. XXXVI. NO 4

SEPTEMBER 10, 1932

PRICE TEN CENTS

Mid-Meekly by the New YORK TIMES COMPANY

WORLD IN PICTURES"

THE GRAND PRIZE WIN-NER AT ASBURY PARK Alice Jackson Bailey, of Glen Head, N. Y., as Cinderella, Receives the Cup from Governor Moore in the Annual

New Jersey Baby Parade.
(Times Wide World Photos.)



THE GERMAN HEAVYWEIGHT RETURNS IN QUEST OF HIS LOST TITLE: MAX SCHMELING
Arrives in New York on the Bremen to Start Training for His Fight on Sept. 19 at Madison Square Garden Bowl With Mickey Walker, His First Match in an Attempt to Regain His World's Championship.

(Times Wide World Photos.)



A WORLD'S CHAMPION RUNNER AND THE "OUTSTA G CITIZEN
OF PINE BLUFF, ARK.": BILL CARR,
Star Quarter-Miler of the University of Pennsylvania, at His Home in Pine
Bluff With Some of His Speed Trophies and the Key to His Home City Presented to Him Upon His Return From the Olympic Games, in Which He Set
a World's Record in the 400-Meter Run.
(Times Wide World Photos.)

OLD CANOEIST AGAIN TRI-UMPHS OVER YOUTH: HARRY KNIGHT, National Single-Blade Champion of the Washington Canoe Club, Crossing the Finish Line at the Lincoln Memorial to Win His Event in the Middle **Atlantic States** Canoe Regatta on the Potomac River. (Times Wide World Photos, Washington Bureau.)



THE WINNER OF THE TORONTO SWIMMING MARATHON FOR THE THIRD STRAIGHT TIME:

MISS MARGARET RAVIOR
of Philadelphia, Who Added a Third Victory to Her Credit and Carried Off the First Prize of \$3,000 in the Ten-Mile Endurance Contest in Lake Ontario, Finishing in 5 Hours 22 Minutes 18 Seconds.

(Times Wide World Photos.)



THE FOREMOST MARKSMEN OF THE SCOUT CRUISER FLEET: GUN CREWS
OF THE U. S. S. DETROIT,
Under Command of Captain Nathan W. Post, at the Bremerton Navy Yard in Seattle, Wash., Exhibit Two of the Highest Awards of the Navy Which They Won This Year, the Battle Efficiency Pennant and the Gunnery
Trophy.

(Times Wide World Photos.)

MID-WEEK PICTORIAL, Vol. XXXVI, No. 4, week ending September 10, 1932. An illustrated weekly published by The New York Times Company, Times Square, New York. Subscription rate \$4.00 a year in the office at New York, N. Y., under the act of March 8, 1879, and with the Postoffice Department of Canada as second-class matter.

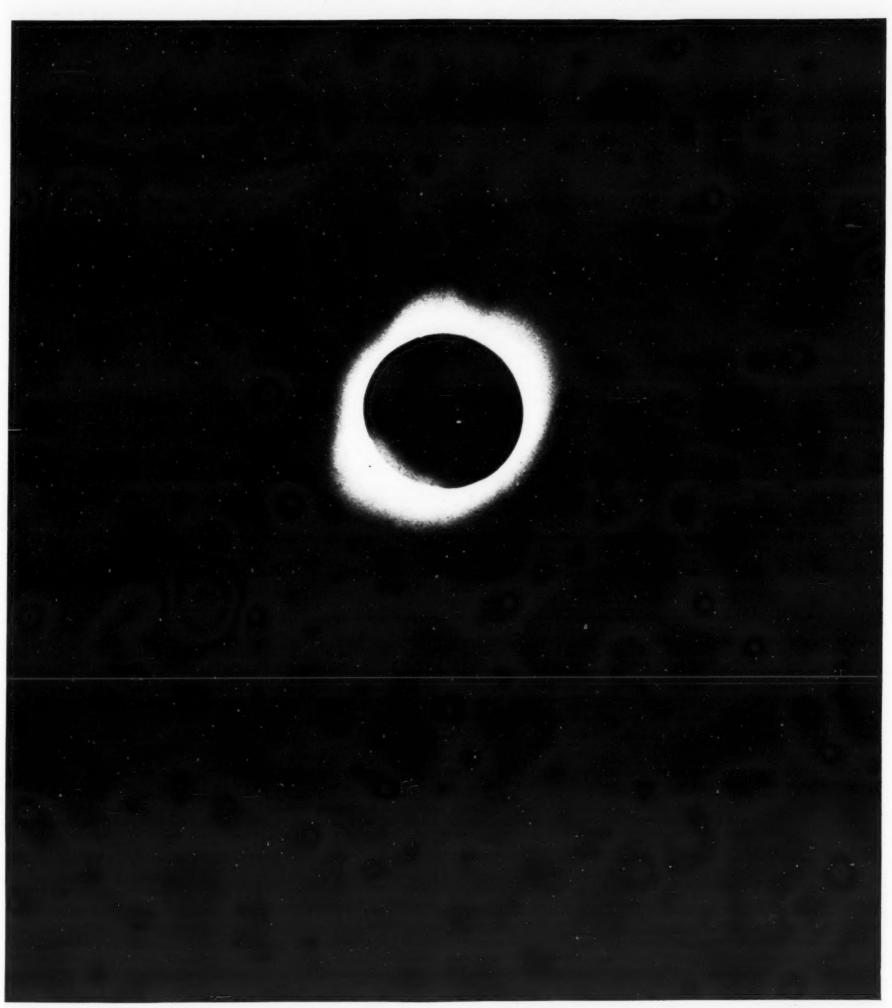
Mid-Week Pictorial

"A NATIONAL MAGAZINE OF NEWS PICTURES"

VOL. XXXVI, NO. 4

PRICE TEN CENTS

NEW YORK, WEEK ENDING SEPTEMBER 10, 1932.

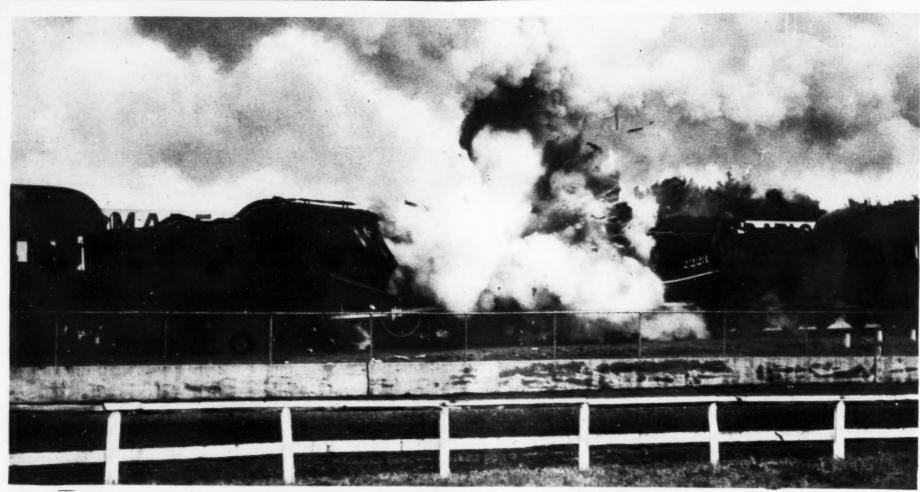


THE TOTAL ECLIPSE OF THE SUN

The Celestial Phenomenon at the Instant of Totality as Seen by Scientists at Fryeburg, Maine.

(Times Wide World Photos.)

(Additional Photographs of the Eclipse are Reproduced on Pages 14 and 15.)



A TRAIN WRECK JUST FOR A THRILL: A HEAD-ON COLLISION

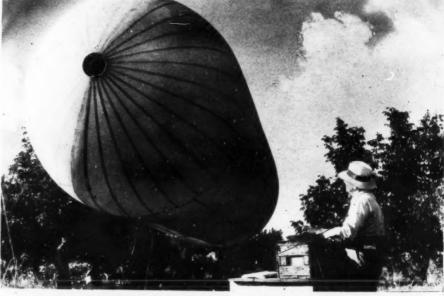
Between Two Locomotives Staged as an Attraction for Visitors of the Iowa State Fair on a Special Track Built Sufficiently Long to Make the Wreckage Complete. (Times Wide World Photos.)



THE LAUNCHING OF A BASE FOR THE LONGEST BRIDGE IN EUROPE:

AERIAL VIEW
of One of the Huge Concrete Boats Which Were Sunk as Part of the Foundation
for the \$10,000,000 Bridge Between the Danish Islands of Seeland and Falster
Which When Completed Will Be 2 Miles 336 Yards Long and Will Bring the Scandinavian Peninsula One Hour Closer to the Continent.

(Associated Press.)



A NEW DEPARTURE IN DIRIGIBLE CONSTRUCTION: THAD ROSE of Van Nuys, Cal., Launches His 100-Pound Model Airship of Radical Design for a Test Which Disclosed That It Could Be Brought to Earth Under Its Own Power Without the Help of a Ground Crew. A Circular Tunnel Running From Bow to Stern Reduces Wind Resistance, and the Inventor Claims That a Ten-Passenger Ship Could Attain a Cruising Speed of 200 Miles an Hour.



A GERMAN TOWN WHERE FISH IS KING: THE HISTORICAL FISHERMEN'S PROCESSION IN STRALAU, a Suburb of Berlin, an Annual Ceremony Which Originated With the Opening of the Stralau Fishery in 1574 and Became a Folk Festival in the Eighteenth Century. (Times Wide World Photos, Berlin Bureau.)



A SET OF GIANT CHESSMEN MADE OF GREEN LEAVES: YEW
Cut in the Forms of Pieces of Chessboard in Lady Violet Astor's Garden at Hever
Castle, Surrey, England, Once the Home of Anne Boleyn, One of the Wives of
Henry VIII.
(Times Wide World Photos.)

THE ASBURY PARK BABY PARADE AND WASHINGTON CELEBRATION



MISS AMERICA PAYS TRIBUTE TO THE
MEMORY OF WASHINGTON:
DOROTHY DOLAN
of Carteret, N. J., on Her Float Which Carried a Representation of Washington's Tomb
at Mount Vernon and Was Awarded Second
Prize in the National Division.



MISS JANET V. INGALLS AND ROBERT NORMAN,
Who Led the Procession in the Annual Baby Festival at Asbury Park Which This Year Com-

memorated the Bicentennial.
(Times Wide World Photos.)

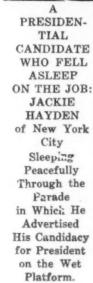


"THE FATHER OF OUR COUNTRY" ON HORSEBACK:

JEAN CAROL VENTURI

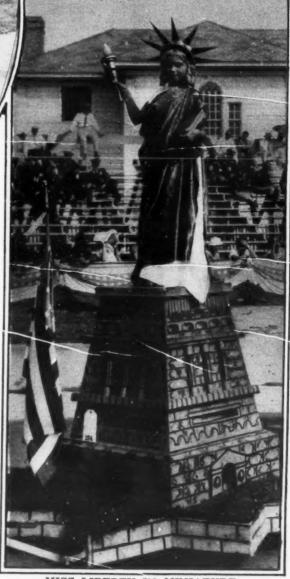
of Teaneck, N. J., Receives From Robert Norman the Prize Presented by Governor A. Harry Moore of New Jersey for the

Winner of the Baby Coach Division.

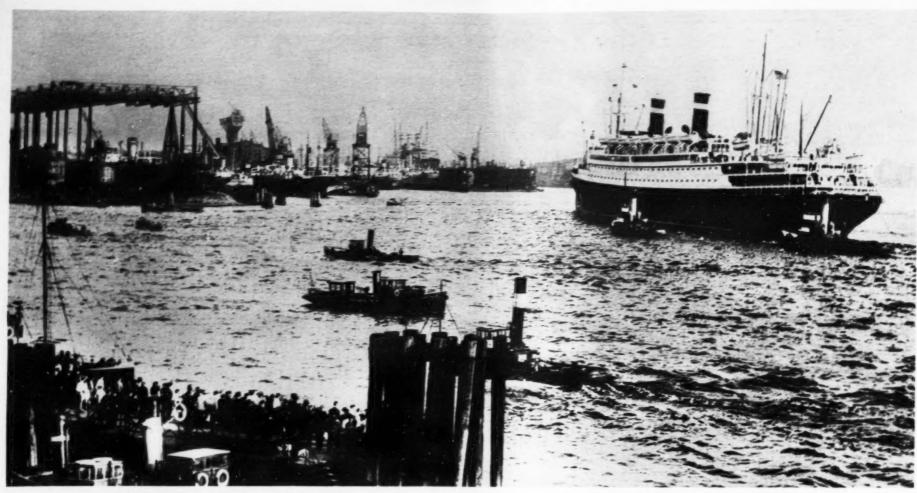




THE WINNER OF FIRST PRIZE IN THE FLOAT DIVISION:
EDWARD AND JOSEPH STILLWELL,
8-Year-Old Twins, of Point Pleasant, N. J., on Their Float, "Fiftieth Anniversary of Lakewood."



MISS LIBERTY IN MINIATURE:
GLORIA MENDES
of Highlands, N. J., Winner of First Prize in the
Express Wagon Division.

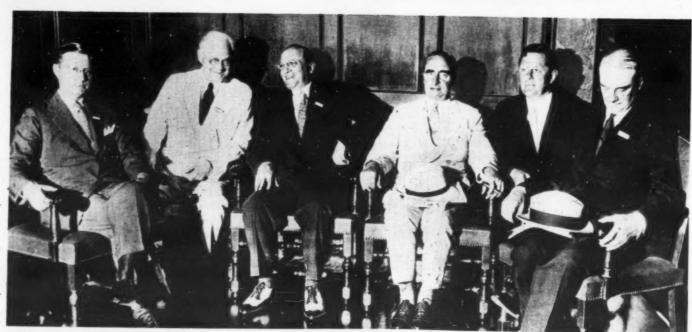


THE QUEEN OF THE AMERICAN MERCHANT FLEET COMPLETES ITS MAIDEN VOYAGE: THE MANHATTAN, The New Giant of the United States Lines, Arrives in the Harbor of Hamburg, Its European Port, at the End of Its First Atlantic Crossing. (Times Wide World Photos, Berlin Bureau.)





THE WINNER OF THE RICH-EST PRIZE IN THE TRAP-SHOOTING FIELD: AR-THUR E. SHEF-FIELD, a Railway Postal Clerk From Dixon, Ill., Receives the 1932 Grand American Championship' Trophies and a Cash Award of \$11,000 From John W. Eshelman, the New President of the American Trapshooting As-sociation, After the Finals at Vandalia. Ohio. (Times Wide World Photos.)



FAMOUS FINANCIERS AT THE OPENING OF THE NATIONAL ECONOMIC CONFERENCE: BANKING LEADERS at the Opening Session of the Series of Meetings in Washington Called by President Hoover to Stimulate an Upturn in Business and Industry. Left to Right Are: Roy D. Chapin, Secretary of Commerce; Henry M. Robinson of Los Angeles, Eugene Meyer, Governor of the Federal Reserve Board; Odgen L. Mills, Secretary of the Treasury; George L. Harrison, Governor of the New York Federal Reserve Bank, and Owen D. Young, Industrial Leader.

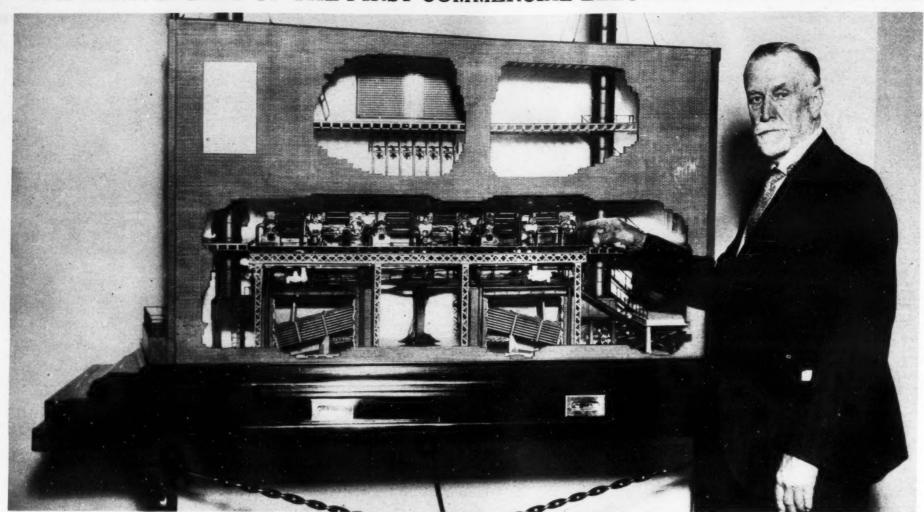
(Associated Press.)

A BOY MARKS-MAN RISES TO FAME IN THE NATIONAL TRAPSHOOTING CHAMPIONSHIP: BOBBY OLDS, 17-Year-Old Farm Boy of Diamond Dale, Mich., Who Won First Place and a Prize of \$1,000 in the Preliminary of the Grand National Shoot, After Arriving at Vandalia, Ohio, on Transportation Furnished by His Friends, (Times Wide World Photos.)



A DARING JUMPER AFTER A DROP OF TWO MILES: SPUD MANNING at the Conclusion of His Act Which Was Voted One of the Most Thrilling in the Cleveland Air Circus as He Leaped From an Autogiro at 11,000 Feet and Fell Until Barely 500 Feet Above the Ground Before Opening His Parachute. Flour From a Bag He Carried Marked His Descent. (Times Wide World Photos, Cleveland Bureau.)

50TH ANNIVERSARY OF THE FIRST COMMERCIAL ELECTRIC LIGHTING SERVICE



A PIONEER OF ELECTRIC LIGHT AND THE FIRST COMMERCIAL SYSTEM: HENRY A. CAMPBELL,
Who, at the Age of 24, Had Charge of All Installation of Equipment in Thomas A. Edison's Pearl Street Station in New York, the First Permanent Commercial Incandescent Electric Lighting System, Standing Beside a Model of the Plant Which Was Exhibited This Week in Connection With the New York Edison Company's Fiftieth Anniversary Celebration of the Station's Opening. As Shown by the Model, the Ground Floor Was Occupied by the Furnaces and Boilers Which Drove the Steam Engines and Six Dynamos on the Floor Above, While on the Top Floor Was a Test Battery of 1,000 Lamps.

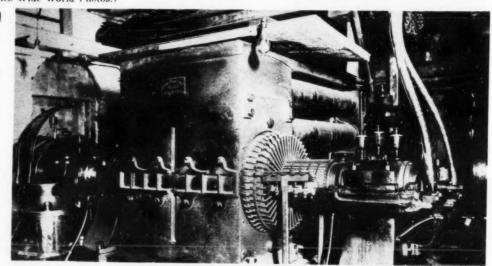
(Times Wide World Photos.)



AS THE FIRST EDISON STATION APPEARED
IN 1882: FRONT VIEW
of the Model of the Electric Lighting Plant Which
Occupied the Site at 257 Pearl Street, New York.

(Times Wide World Photos.)

At Right—
THE LONE
SURVIVOR OF THE
BATTERY WHICH
SUPPLIED
NEW YORK WITH
ITS FIRST ELECTRIC
LIGHT:
AN EDISON JUMBO
DYNAMO,
One of the Six That
Were Originally Installed in the Pearl
Street Station, Which
Now Rests in Henry
Ford's Museum of
American Industries
at Dearborn as a Gift
of the New York
Edison Company.





THE ELECTRICAL WIZARD ON THE EVE OF HIS GREATEST ENTERPRISE: THOMAS ALVA EDISON,

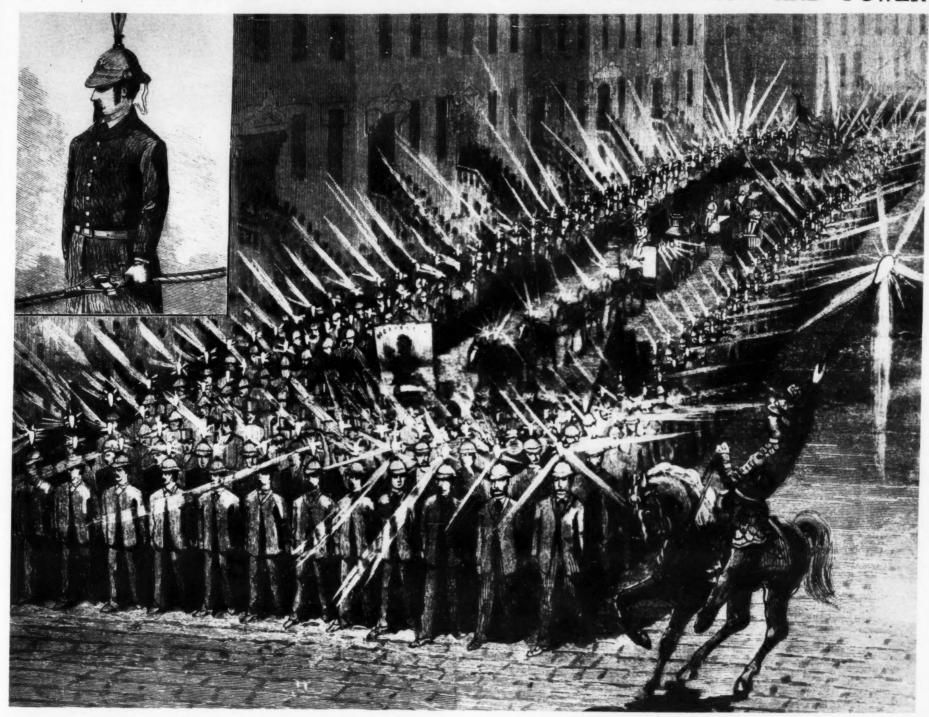
THOMAS ALVA EDISON,
From a Photograph Taken in His Early
Thirties, Shortly Before the Organization
of the Edison Electric Illuminating Company and the Opening of Its Plant in
Pearl Street.

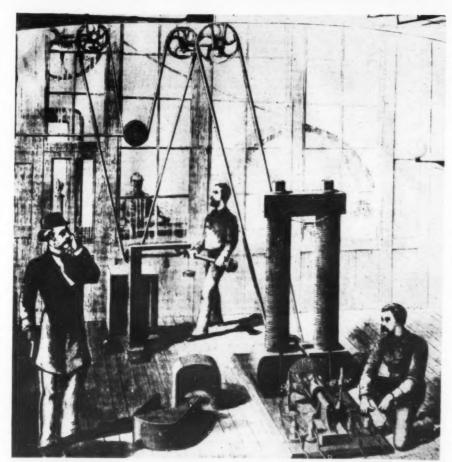


THE BIRTHPLACE OF COMMERCIAL ELECTRIC LIGHT AS
IT APPEARS TODAY: VIEW
of the Site of the Edison Pearl Street Plant, Which Is Now Occupied
by a Chemical Company but Bears a Bronze Plaque in Commemoration of the Famous Enterprise of the Young Inventor in 1882.

(Times Wide World Photos.)

AT THE BEGINNING OF A NEW EPOCH IN ILLUMINATION AND POWER





THE EXPERIMENTAL LABORATORY OF THE AGE OF LIGHT: ONE END of the Menlo Park Machine Shop, With One of Edison's First Electric Generators (on the Right) Connected With an Eighty Horsepower Motor in the Room Beyond, as Depicted by an Artist of the Early Days of Electrical Research.

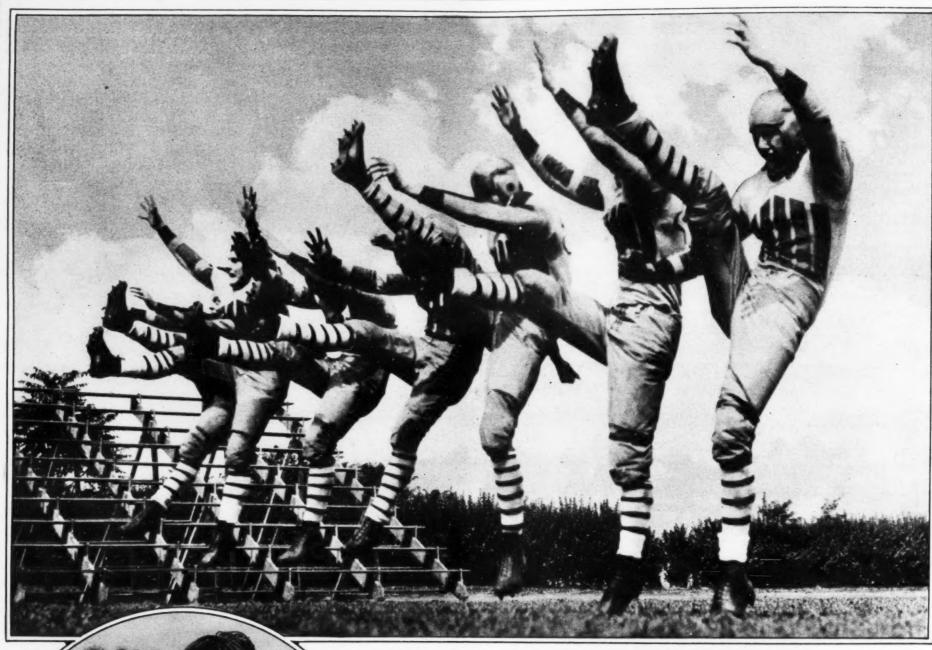
(Courtesy Scientific American.)

THE ELECTRIC TORCHLIGHT PROCESSION IN NEW YORK IN 1884: AN OLD PRINT Showing the Formation of the Spectacle Which Was Accomplished by the Use of an Electric Lighting Plant Mounted on Trucks. In the Display Were 300 Lamps of Sixteen Candlepower and the Lamp in the Leader's Wand Was of 200 Candlepower. The Inset at the Upper Left Illustrates the Manner in Which the Marchers' Helmets Were Illuminated. (Courtesy Scientific American.)

THE OFFICE
OF THE EDISON
ELECTRIC LIGHT
COMPANY:
AN OLD
PHOTOGRAPH

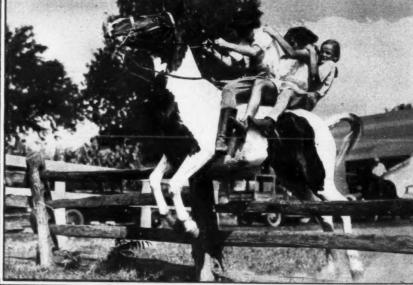


of the Building at 65 Fifth Avenue, New York, Where in 1881 the Organization of the Edison Electric Illuminating Company Was Accomplished and Work Was Started on the First Commercial Lighting Plant on Pearl Street. The Three Men on the Steps Are Mr. Edison (at the Left), Charles Batchelor (Centre) and Major S. B. Eaton. President of the Company (on the Right).



POWERFUL KICKS USHER IN THE FOOT-BALL SEASON: CANDIDATES FOR THE COLUMBIA UNIVERSITY SQUAD Limbering Up on the Opening Day of Practice at Baker Field, New York, Under the Direction of Coach Lou Little. (Times Wide World

Photos.)



THE WINNER OF THE CANADIAN NA-TIONAL EXHIBI-TION MARATHON: GEORGE BLAGDEN of Memphis, Tenn., With a Friend After Winning the First Prize of \$7,500 and Setting a New Record in the Endurance Contest in Lake Ontario at Toronto Which Was Marked by the Elimination of George Young, the 1931 Winner, Who Struck His Head Against a Float and Was Unable to

Finish.



OVER THE JUMPS
WITH THREE PASSENGERS ABOARD:
RUMBLE-SEAT
COLONEL,
Ridden by Mary Watts,
Sheila Finerty and Ellie
W. Keith, Demonstrates
Its Singular Ability to
Carry Distributed Weight Its Singular Ability to
Carry Distributed Weight
Over the Hurdles in the
Annual Hunter Show of
America at Warrentown, Va.
(Times Wide World Photos.)

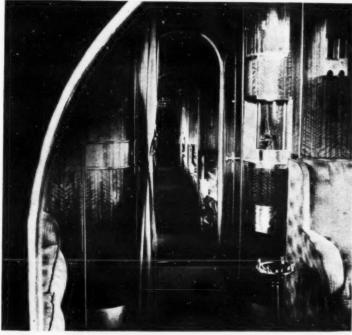
At Left—
THE START OF A 15MILE SWIM IN LAKE
ONTARIO:
191 CONTESTANTS
Representing Various
Cities of the United States
and Canada Beginning
Their Long Grind in the
Canadian National Marathon for a First Prize of
\$7,500.
(Times Wide World Photos.)

A NEW GIANT ON THE AERIAL HIGHWAYS TO SOUTH AMERICA



THE DEBUT OF THE NEWEST ADDITION TO THE PANAMERICAN AIRWAYS SERVICE: THE NEW FORTY-PASSENGER SIKORSKY AMPHIBIAN S-40,
Powered by Four Motors Capable of Developing 2,300 Horsepower and With a Flying Speed of 145 Miles an Hour, Placed in
the Water for the First Time at Bridgeport, Conn., Where It
Was Constructed for Service to South and Central America.

(Times Wide World Photos.)



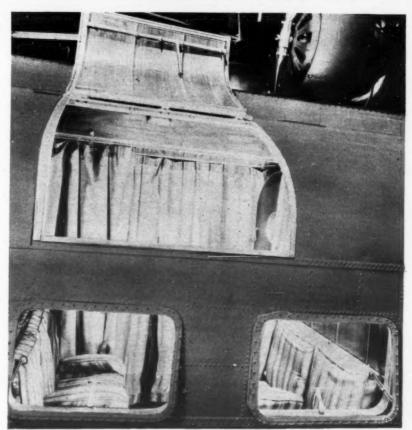
THE LUXURIES OF HOME FOR LIFE IN THE CLOUDS:
THE CABIN
of the S-40 Sikorsky Looking Forward to the Control Room
Showing the Ultra-Modern Appointments for the Comfort of
Its Passengers.
(Times Wide World Photos.)



CATERING TO ALL
TASTES ON VOYAGES
BETWEEN TWO CONTINENTS: CABINS
of the Luxurious Air
Liner S-40 Sikorsky
Which Has Been Added
to the Fleet Operating
Between the United
States and Central and
South American
Countries.



A ROOMY CABIN WITH ACCOMMODATIONS FOR EIGHT: INTERIOR of One of the Compartments With a Table Set Up for Writing, Dining or Card Playing. The Large Overstuffed Chairs Make for Perfect Comfort on the Long Flights of the Pan-American Line.



A STATEROOM OF A GREAT LINER OF THE AIR: ONE OF THE COMPARTMENTS
on the Forward Left Side of the Ship With Its Windows and Hatch Open.



FAMOUS TRANSATLANTIC FLIERS TALK THINGS OVER:
CAPTAIN JAMES MOLLISON,
the Only Pilot to Make a Solo Flight Westward Across the Atlantic, Is Entertained in New York by Amelia Earhart, the First Woman to Make the Crossing Alone,
Shortly After Her Record Non-Stop Transcontinental Hop.



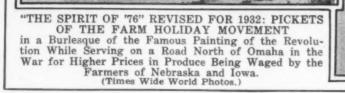
ASSISTANT
SECRETARY OF
WAR ENTERS THE
LISTS FOR THE NEW
YORK STATE GOVERNORSHIP: F. TRUBEE
DAVISON
With Mrs. Theodore Roosevelt, Widow of the Former
President, and Mrs. Richard
Derby (Right) at the Organization Meeting of the
Women's Committee for
"Davison for Governor," at



THE "PEACH QUEEN" OF MICH-IGAN CALLS AT THE WHITE HOUSE: PRESIDENT

HOOVER Receives a Basket of Selected Peaches From Miss Helen Cheeseman and Her Attendant, Miss Madeline Reed (Left). (Associated Press.)

At Left—
THE DEMOCRATIC
NOMINEE MEETS A
FOUR-LEGGED
ACROBAT: GOVERNOR FRANKLIN
D. ROOSEVELT,
While on a Visit to the
Dutchess County Fair
at Rhinebeck, N. Y.,
Makes Friends With
the Diving Horse, John
the Baptist.
(Times Wide World
Photos.)



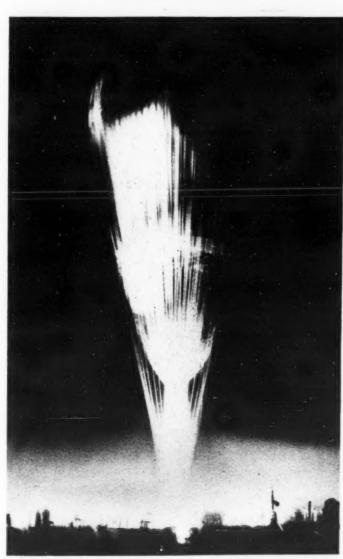
FARMERS HOLIDA

PICCARD COMPLETES HIS SECOND CONQUEST OF THE STRATOSPHERE



THE END OF A FLIGHT TO HEIGHTS NEVER BEFORE REACHED BY MAN: PROFESSOR AUGUSTE PICCARD and His Assistant, Dr. Max Cosyns, Taking a Much Needed Rest Beside the Gondola of Their Balloon Immediately After Landing From Their Flight 10.4 Miles Into the Stratosphere to Gather Data on the Cosmic Rays. The Scientists Started From Dubendorf, Switzerland, and Landed Twelve Hours Later on the South Shore of Lake Garda, Italy.

(Times Wide World Photos.)



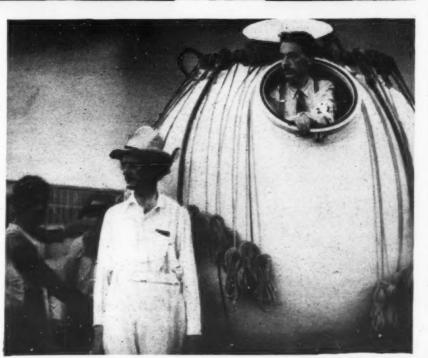
THE START OF THE SECOND ASCENT INTO THE STRATOSPHERE: THE PEAR-SHAPED BALLOON Leaving the Dubendorf Airport at Dawn on Its Voyage of Scientific Exploration. Upon Reaching the Stratosphere the Gas Expanded in the Rarified Air and the Bag Became Completely Spherical.



WORN FROM A GREAT ADVENTURE FOR THE BENEFIT OF SCIENCE:

PROFESSOR PICCARD, Weary and a Bit Shaken
From the Bumping He Experienced When His Balloon
Landed, Is Surrounded by a
Group of Italians Who Assisted Him in Saving the
Immense Gas Bag That
Carried Him to Record
Heights.

At Right-THE EXPLORERS OF THE HEAVENS AT THEIR STARTING POINT: PROFESSOR PICCARD AND MAX
COSYNS
Supervising the Preparations for Their Flight
on the Aviation Field of
Dubendorf, Switzerland.



The Greatest Spectacle of Our S The Eclipse of The Sur Atlantic S

THE PROGRESS OF THE MOON ACROSS THE FACE

THE CLOSEST APPROACH TO COMPLETE OBSCURATION SEEN IN NEW YORK: THE SLIM CRESCENT OF THE SUN Photographed at 4:34 P. M., Daylight Saving Time, by Dr. W. F. Ferguson of New York University During His Photographic Experiments With Visible Red Rays.

THE SUN
HALF-COVERED BY
THE MOON:
THE FIRST
QUARTER
STAGE OF
THE
ECLIPSE
Photographed
at Fryeburg,
Me., Where
Two of the
Largest Expeditions to New
England, the
Lick Observatory Group of

tory Group of California and the University of Michigan Group Were Located. (International.)

LAST-MINUTE PREPARATIONS FOR THE
GREATEST SPECTACLE
OF THE SKIES: THE
FRANKLIN INSTITUTE'S INSTRUMENTS
at Conway, N. H., Photographed From a Plane
Which Flew Above Them to
Study the Eclipse Above the
Clouds Which at the Moment of Totality Interfered
With Much of Their Observations of the Phenomenon.
(Associated Press.)

THE ECLIPSE FROM BEGINNING TO END AS VIEWED IN PHILADELPHIA: A PHOTOGRAPH of Eight Exposures, Showing the Start of the Obscuration at the Upper Left and the End at the Lower Right, as Seen by Millions of Observers in Pennsylvania.



AMATEUR ASTRONOMERS MAKE OBSERVATIONS AT THE WHITE HOUSE: PRESIDENT HOOVER,
With Laurence Richey, His Secretary, Intently Watching the Eclipse Through Darkened Glasses in the Garden of the Executive Mansion in Washington.

(© Harris & Ewing.)



SCIENTISTS FROM THE MIDDLE WEST ON HAND FOR THE DISPLAY: THE NORTHWESTERN UNIVERSITY GROUP
With Their Apparatus at Fryeburg, Me., Awaiting the Beginning of the Eclipse.

(Times Wide World Photos.)

A CAMERA
OBSERVA
TION 28,00
FEET ABO
THE
GROUND
A PICTUR
of the Eclip
Over New E
land Made I

Made at Fryeburg ing the Stages of

From the Start (a Left) to the Mome

of the Solar (Times Wide Wor

(Pathé News

Stratospher

Expedition

VIEW OF THE DARKENING

SUN: THE FIRST QUARTER OF THE ECLIPSE as Seen on Manhattan, With the Centre of the Moon Passing Slightly Above the Centre of the Sun and the Lower Horn of the Crescent of

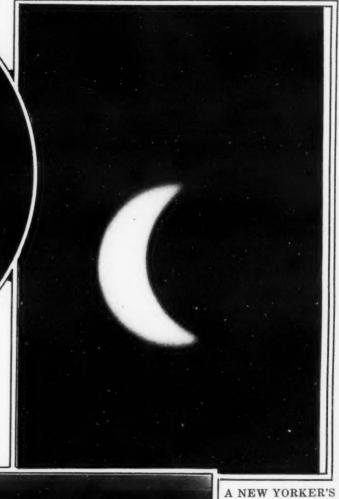
the Sun Extending
Past the Top to Become a Thin Sliver
of Light as the
Closest Approach to
Totality Was
Reached.
(Times Wide World

(Times Wide World Photos.)

of Our Solar System: Photographs of The Sun As Seen Along The

antic Seaboard

A VIEW OF THE SPECTACLE FROM AN ALTITUDE OF 15,000 FEET: AERIAL PHOTOGRAPH OF THE ECLIPSE Taken by Captain Robert A. Smith on a Scientific Flight Over Conway, N. H. (Times Wide World Photos.)





A DAY WHEN ALL NEW ENGLAND TURNED ASTRONOMER: CHILDREN Equipped With Smoked Glass and Photographic Film Viewing the Eclipse at Portland, Me. (Howe-Pictorial.)



THE UMBRA SWEEPS OVER THE CLOUDS: AERIAL VIEW

AERIAL VIEW
Taken at an Altitude of
15,000 Feet by Captain
Robert A. Smith While
Following the Path of
Totality at a Speed of 120
Miles an Hour, Showing
the Shadow of the Moon
Passing Over the Bank of
Clouds Which Nearly Prevented Observations at
Conway, N. H., and Practically Brought to Naught
the Hours of Preparation
Made by Scientists There.



A DRAMA OF THE HEAVENS PORTRAYED IN TIME AND SPACE: THE MOMENT OF TOTALITY, Which, as Shown by the Tower Clock of the Union Station at Portland, Me., Occurred at 3:31, Eastern Standard Time. (Howe-Pictorial.)

A CAMERA'S OBSERVA-TION 28,000 FEET ABOVE THE GROUND: A PICTURE of the Eclipse Over New England Made by the Pathé News Stratosphere

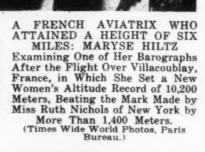
Expedition.

(Pathé News.)

INSTRUMENTS TO RECORD THE PHENOMENON: CAPTAIN BARNETT HARRIS of the United States Army Reserve Making Adjustments to the Apparatus With Which He Made Still and Motion-Picture Records for the Northwestern University Expedition at Fryeburg, Me.











Above—
A SEARCH FOR BEAUTY AMONG
THE WAVES: LONG-HAIRED
ENTRANTS
in a Contest to Select the Most Beautiful Tresses Among the Bathers at
Cliftonville, an English Seaside Resort, Exposing Their Locks to the
Judge.
(Times Wide World Photos, London
Bureau.)

At Right—
PHILADELPHIA'S REPRESENTATIVE IN A NATIONAL
BEAUTY PAGEANT: MISS
ROSLYN SCHULTZ,
a Senior of the South Philadelphia
High School for Girls, Who Was
Selected for the "Miss America"
Contest at Wildwood, N. J.
(Times Wide World Photos, Philadelphia Bureau.)



A BLONDE PREFERRED FOR BOTH COMPLEXION AND POSTURE: LITTLE LEONA McDOWELL, 21/2 Years Old, Who Was Selected as the Most Nearly Perfect Physical Specimen in the Annual Baby Contest of the American Progressive Chiropractic Association at Los Angeles. (Times Wide World Photos, Los Angeles Bureau.)



ANNAPOLIS RE-ENACTS A HISTORIC EVENT OF THE YOUNG AMERICAN REPUBLIC: GENERAL GEORGE WASHINGTON, Impersonated by Dr. Robert S. G. Welch, Resigns His Commission of Commander-in-Chief of the Army, as Reproduced in a Pageant in the Old State House in the Maryland Capital, in the Room Where Washington Actually Relinquished His Command. (Pickering Studio.)



FOR HIS 4,300 "BABIES": DR. S. T. SHELLY, 76-Year-Old Physician of Mulvane, Kan., With the Oldest and Youngest Guests at the Party to Which He Invited All Whom He Had Brought Into the World. Albert Norton (at the Left), Now 52 Years Old, Was the Second Baby Introduced to Life by Dr.

Shelly, and the Roby

Twins (in the Basket) Were, at the Time of the Picnic, the Most Recent. (Times Wide World Photos.)

of the Fulton Chain of Lakes at Old Forge, N. Y. (Times Wide World Photos.)

A KANSAS DOCTOR GIVES A PICNIC



THE LEADERS OF A COLLEGIATE SURVEY OF PROHIBITION ENFORCEMENT: MEMBERS of the Research Committee Which Headed a Group of Graduates of More Than Twenty Universities on a 12,000-Mile Tour of the Country in the Motor Bus Diogenes to Gather Data on Prohibition, at the End of Their Trip in New York. Left to Right Are E. W. Berkland, R. G. Salmon, R. N. Nicholson, Director Paul Morris and J. Ward Ryan Jr.



A DIPLOMATIST AT HIS FAVORITE PASTIME:

DR. T. Z. KOO
of Peiping, China, a Lecturer at the Institute of Politics
at Williamstown, Mass., Playing Ancient Chinese Melodies Which Are Included in His Book, "Songs of Cathay," an Anthology of Native Music Obtained From Temples, Street Singers and Country Folk in All Parts of China.

(Gravelle Pictorial News Service.)

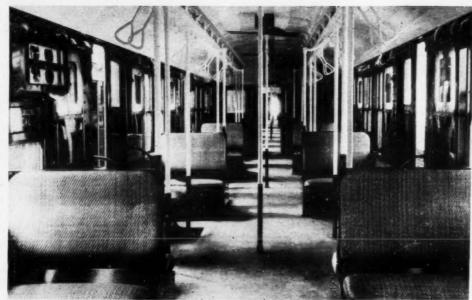
A NEW SUBWAY OPENS ITS DOORS TO THE PUBLIC



THE NORTHERN
TERMINUS OF THE
INDEPENDENT
SUBWAY SYSTEM:
A TRAIN OF THE
EIGHTH AVENUE
LINE

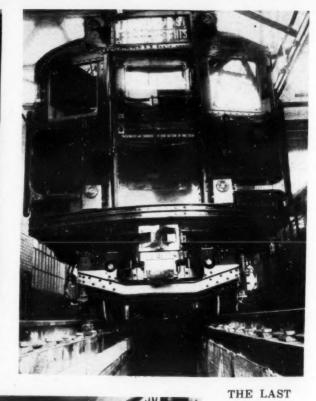
Leaving the Yards for the Twelve-Mile Run on the West Side of Manhattan From 207th Street to Chambers Street, Which Distance the Expresses Cover in 33 Minutes at Normal Running Speed. Under Municipal Operation, Directed by the Board of Transportation, the Line Will Employ 1,400 Persons, and According to Estimate Will Carry More Than 90,000,000 Passengers a Year.

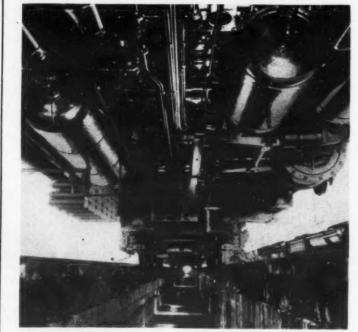
(Times Wide World Photos.)



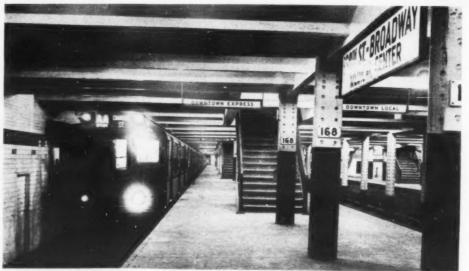
THE INTERIOR OF ONE OF THE NEW SUBWAY CARS: FOUR DOORS

on Either Side of Each Coach and the Seating Arrangement Offer Easy Entrance and Exit for the Passengers, Thereby Speeding Up the Service, as but Little Time Will Be Necessary to Load the Trains During Rush Hours.





A SUBWAY TRAIN AS IT IS RARELY SEEN BY THE PASSENGERS: ONE OF THE CARS
Photographed From Below, Showing the Maze of Operating Equipment and Safety Devices of the Newest Type.



STATION PLATFORMS BUILT FOR HEAVY TRAFFIC: VIEW OF THE DOWNTOWN SIDE of the 168th Street Station Showing the Long Platform and Many Stairways to Prevent the Crowding of Passengers. Each Express Stop of the New Line Has a Different Color Motif in Its Tile Decorations.

WORD IN
UNDERGROUND
TRANSPORTATION:
A HEAD-ON
VIEW
of One of the
New Trains Now
Operating on the
Eighth Avenue
Subway, the Main
Line of the
Independent
System,
Which When Its
Branches to the
Bronx, Brooklyn
and Queens Are
Completed Next
Year Will
Represent an

Investment of

Nearly \$800,000,000.



TO THE AIR: A HIGH-POWERED MACHINE Driven by F. Dixon Flying Through a Hedge After Leavins the Road on a Sharp Turn in the Ulster Tourist Trophy Race Near Belfast. The Mechanic Received Facial Injuries, but the Driver Was Not Injured. (Times Wide World

Photos.)

DISCOVERERS OF ONE OF THE WORLD'S RAREST MINERALS: SUPERINTENDENT LEO FREILER AND FOREMAN MICHAEL MURPHY (Right) With a Specimen of Dickite, a Glistening White Crystalline Substance Belonging to the Kaolin Group, Various Forms of Which Are Used in the Manufacture of Porcelains, Which They Found at the Pine Knot Colliery in Schuylkill County, Pa.

THE WONDERS OF AN ANCIENT ROMAN CITY COME TO LIGHT IN ENGLAND: DR. R. E. MORTIMER WHEELER

of the London Museum, Director of the Excavations on the Site of the Roman City of Verulanium, near St. Albans, Herts, Standing in Front of a Newly Discovered Tunnel in Which Fires Were Built to Heat the Water of a Richly Colored Mosaic Bathing Pool.
(Times Wide World Photos.)



TINY "CATERPILLARS" WITH A GIANT'S POWER OF DESTRUCTION: CARDEN-LLOYDS, Midget Tanks Which Are Very Fast and Difficult to Hit, Going Into Action Heavily Camouflaged in the Sham Warfare of the Sixth Infantry Brigade in Surrey, England.

(Times Wide World Photos, London Bureau.)

A BRITISH SCIENTIST PHOTOGRAPHS
THE SHATTERING OF THE ATOM:
N. FEATHER
of Trinity College, Who Has Succeeded in Disintegrating the Oxygen Nucleus of the Atom for the First Time, Examining the Stereoscopic Film Camera With Which He Has Secured Photographs of His Experiments in the Cavendish Laboratory of Cambridge University, England.

Afternoon Clothes That Savor of **Formality**



AFTERNOON ENSEMBLE IN BLACK PEBBLED SATIN
With Little Turban of the Same Material. R. M.
A. A. Fashion Show. (Joel Feder.)



DINNER ENSEM-BLE, the Blouse Buttoning in the Back Over a Sleeveless Frock for Formal Occasions. Shown With Velvet Toque at Retail Millinery
Fashion (Joel Feder.)



CHARMING AFTERNOON EN-SEMBLE IN BLACK WOOL CREPE With Cap-Sleeved Bolero Braided to Re-semble Persian Lamb. Godets of the Fur Fabric Give a Perky Flare to the Front Peplum. Corbeau & Cie. (New York Times Studios.)



Bergdorf-Goodman Show This Black Vel-

vet Afternoon. Gown, Its High Neck Empha-

A LITTLE WAIST-LENGTH
JACKET OF PEBBLED SATIN
Gives a Most Formal Air to This Jacket
Frock in Black Satin and Wool. The
High Neckline Is Held With Jeweled
Pins. From Milgrim.
(New York Times Studios.)



 $T^{
m HE}$ description, "formal afternoon clothes," needs no longer conjure up visions of velvet or silk skirts in floor length, for fashion has now decreed that up to the dinner hour itself, afternoon clothes are smartest in "coat length" and may be made in sheer wools or broadcloth quite as happily as in velvets and silks. One of the greatest successes of the season so far has been the frock in black wool crêpe, with shoulder yoke made up of many rows of black Val lace.



FOR AFTERNOON
the Patent Leather T-Strap Sandal Is Smart, as Is Also the High-Cut Oxford in
Patent and Suède, With Side Lacing.
(Joel Feder.)

Rough Silks and Smooth Woolens In Fall Street Frocks



JUMPER FROCK IN BLACK ROUGH
CREPE
With Blouse in Shirred Effect Crêpe.
Junior League Frocks.
. (New York Times Studios.)





WRAP-AROUND FROCK CLOSING AT THE RIGHT BACK Has a High Cowl Neckline and Sleeves Gathered on at a Dropped Shoulder Line. Copper Buttons Are Lovely With the Deeply Crinkled Brown Crêpe. Milgrim. (New York Times Studios.)

At Left—
WRAPAROUND
FROCK
IN BLACK
ROUGH CREPE
With Yoke
and Scarf of
White
Sharkskin
Satin.
(Joel Feder.)



A SHIRRED VELVET HAT WITH
PERKY VEIL
Has Just the Quaint Feeling That Accords
With the Old-Fashioned New Fashions.
Stern Brothers.



LYONS
VELVET
FORMS THE
WIDE
SHOULDER
YOKE
Which
Continues
Around Under
Each Arm
to Head the
Apron Skirt and
Tie in a Bow
at Centre Back.
Rhinestone
Buttons on the
Yoke and
on Either Side
of the
Apron-Back
Skirt.
Milgrim.
(New York
Times Studios.)

At Right—VELVET GLOVES to Complete the Velvet Accessories Ensemble, Consisting of Hat, Huge Bow and the Gloves.
Bergdorf Goodman.



COORDINATED WITH BROWN
PATENT LEATHER SHOES
Is This Pinafore Frock of Cocoa Brown
Rabbit's Hair Wool With White Angora
Blouse Trimmed With the Frock Material.
Mamie Conti.
(Joel Feder.)



FOOTNOTES ON A WEEK'S HEADLINERS

[From The New York Times.]

"PROFESSOR SKINNER." FEW days ago a White Star liner put in at Boston and there landed an elderly man with an academic calm and a scholar's beard. On the passenger list he was set down as "Professor

Clarence Skinner," but interviewers who know their rotogravure sections recognized him as Montagu Collet Norman, Governor of the Bank of

England and frequent transatlantic commuter from Threadneedle Street, London, to Wall Street, New York. and two classic buildings on Pennsylvania Avenue, Washington the Treasury and the White House. Mr. Nor-



Mr. Norman.

man, alias Skinner, said that he was off to Bar Harbor for a short social visit, but neither London on the other side nor New York or Washington on this, is through talking about it yet; this is a strange time for a vacation for the head of the Bank of England, and, besides, Mr. Norman saw too many American bankers to enjoy a complete rest

But what about Professor Clarence Skinner, whose name Mr. Norman so conveniently appropriated? Does he exist? He does-or rather, they do. There is Clarence Aurelius Skinner, formerly Professor of Physics at the University of Nebraska and now chief of the Optical Division of the United States Bureau of Standards. Did Mr. Norman wish to be mistaken for a demonstrator of physics and a Ph. D. of the University of Berlin? If not, there is Clarence Russell Skinner of 3 Concord Avenue, Cambridge, Mass., and Professor of Applied Christianity at Tufts College. Appropriately enough for the alias of a power in international finance, this Professor Skinner is a Universalist and author of "The Social Implications of Universalism.'

The Tufts College Professor Skinner is a director of the Civil Liberties Union. He has been chairman of a committee which springs to the aid of teachers who are too outspoken for their hidebound boards of trus-Professor Skinner therefore believes in academic freedom, but the freedom with which Mr. Norman adopted his name may not be so much academic as it is undeniable. Professor Skinner, moreover, urged repeal two years ago of the Massachusetts blue law prohibiting and punishing blasphemy; Mr. Norman's taking Professor Skinner's name may not have been blasphemy, but beyond question it was in vain.

Still the selfimposed title of professor fits Montagu Norman. To describe him, the biting tongue of Viscount Snowden was coated with such honeyed phrases as "When he confronts you he represents the aspect of a philosopher rather than a man of busi-



Prof. Skinner.

ness. Put the velvet cap of the scholar on his head and he would recall to you an old print of some medieval teacher." Not content with this, the Labor party peer added that Mr. Norman impressed him as "a man who might have stepped out of the frame of the portrait of the



OH, LOOK WHO'S HERE!

most handsome courtier who ever graced the court of the queen." 非 拉 拉

"CASEY OF BOSTON."

AST week was announced the forthcoming retirement of Boston's Mrs. Grundy of the theatre. John Michael Casey, "Casey of Boston" to the show folk, censor of the drama in the capital of the Puritans, the Lord Chamberlain of the Boston stage, approaches 70 and a pension.

For twenty-six years Mr. Casev has been "Chief of the Licensing Division of the Mayor's Office." He has passed upon the scripts of plays and their production. He has stripped texts of offending lines, and when managers were economical with costumes for ladies of the ensemble, he decreed stockings, tights and union suits 'Nothing should be placed upon the stage of my theatre to which you could not take your wife, mother or sweetheart," has been his guiding rule; and Boston wives, mothers and sweethearts were spared the embarrassments of "Sappho," "Salome," "The Easiest Way," "The Girl From Rector's" and Eugene O'Neill's "Strange Interlude." But there have been compensations; Earl Carroll, the apostle of exhibited epidermis, ônce denounced Mr. Casey's dramatic taste from the pulpit of the Channing Unitarian Church.

Before he became an official critic of the drama, Mr. Casey was a musical-concussion expert. For twenty years he sat in the orchestra pits of vaudeville, burlesque and legitimate theatres, pattering snare drums and with his right foot extracting rhythmic clashes from cymbals and hollow sounds from base drums. For a score of years he jingled triangles, clopped xylophones and made joyful noises tambourines, bells, whistles and bazoos. Then came a railroad wreck, amputation of the right arm at the shoulder, and Mr. Casey's days as a musician were

He obtained a job as a messenger for the Mayor. A short time later a new law vested the Mayor's office with the regulation of public amusements. Nobody else around the City

Hall seemed to know as much about the stage and its ways as the Mayor's one-armed messenger, who had spent a fifth of a century in theatre orchestras. Mr. Casey became the keeper of the Mayor's dramatic conscience. Mayors came and departed, James Michael Curley went in and out and in office again, theatres opened and closed, but John Michael Casey remained the judge and jury of the Boston stage. With him ends an era of theatre regulation.

GRANDMOTHER OF REVOLT.

AST Tuesday a stretcher was carried into the German Reichstag. It was set down at the door of the parliamentary chamber, where its burden, a frail, aged, sharp-faced woman in gray, was lifted to her feet. Between two glowering younger women of Wagnerian proportions, she was assisted across the floor and up the steps to the Speaker's chair.



Frau Zetkin.

With painful exertion she clanged a sturdy brass bell and then spoke in a feeble, hoarse,

croaking voice: "It is a rule of this House that its oldest member shall preside over its opening session. I was born July 5, 1857. Is there any one here older?"

She turned to some solid rows of seats occupied by 230 men dressed alike in brown shirts and uniforms with swastika cross arm bands. A defiant glint came into her tired old eyes. No one spoke.

"Then I call this session to order, and I hope to see the happy day when as a senior member I can open the first workers and peasants' congress of Soviet Germany," she said, and launched into a red-hot fortyfive-minute Communist speech. When it was over, the Wagnerian ladies helped her down and shook their fists as they passed the Nazi benches.

She was Clara Zetkin, the 75-yearold "grandmother of the German Revolution," When she was younger, this grim old woman with hair pulled

back in a tight knot was known as the "Mother of the Woman Socialist Movement." Even in the days of Tacitus Germans had respect for aged prophetesses.

Ever since she was a young woman Frau Zetkin has been a radical, far out on the Left Wing. When Socialists were regarded as dangerous radicals and were objects of police surveillance, Frau Zetkin was a Social-When the Left Wing grew a new red joint and Socialists became office-holders and statesmen, Frau Zetkin became a Communist.

During the war she agitated for peace and was imprisoned. When, after the war, she turned Communist, frontiers beyond Germany were closed to her. To get into Italy she once waded a mountain stream and was nearly drowned. France forbade her to enter the republic to address a radical congress at Tours. She appeared in the midst of the meeting. Doors were locked, telephone and telegraph wires were cut and no one was permitted to leave the building until Frau Zetkin had spoken and escaped as mysteriously as she had arrived. "The only strong man among the German Communists," observed Lenin, "is an old woman.

A SHOELESS TEXAN.

THE Reconstruction Finance Corporation advanced last week \$50,000,000 to enable cotton organizations to hold their stocks over until next year and thereby, perhaps. boost prices this year. This decision was announced by Jesse H. Jones of Houston and New York and a member of the R. F. C., and there may be more shoes bought in the cotton belt this year.

Mr. Jones knows what it is to be without shoes. He was without shoes. of all places, one afternoon in Buckingham Palace while his friend Pres-



Mr. Jones.

ident Wilson was visiting King George. At that time Mr. Jones was in Red Cross work. Henry P. Davison was then head of the American Red Cross and about to resign, and he urged Mr. Jones to call upon President Wilson in London to discuss

the appointment of a successor. Mr. Jones took a taxicab to Buckingham Palace. It was a cold day, and the Texan's feet were cold. They grew colder as he was stopped at the gate, but the explanation "Friend of President Wilson" was an effective password both with sentries and a subsequent gantlet of guards. Eventually he was shown into a long room with an open fire. The President was out; would Mr. Jones await his return there?

Mr. Jones would and did. His feet still felt like blocks of ice. He slipped them out of his shoes and sat toasting his toes in front of the fire. With his feet thawed, Mr. Jones felt warm, comfortable and contented - a trilogy of sensations which are usually sleep-provoking. Mr. Jones closed his eyes, his head drooped and he dozed.

He woke up suddenly. The door at the end of the room was open and King and President stood on the threshold. Mr. Jones scuffed his shoes behind him and stood, his feet cold again. King George took leave of Mr. Wilson in the doorway and then President and stocking-footed Texan sat down before an open fire in Buckingham Palace.

S. T. WILLIAMSON.

STARS AND SCENES FROM NEW ATTRACTIONS OF THE SCREEN



A STAR WHO NEVER LACKS FOR AMUSEMENT: BILLIE DOVE Playing With Her Three Scottish Terriers at Her Summer Home at Malibu Beach.
(Times Wide World Photos, Los Angeles Bureau.)



ANN HARDING, EDNA MAY OLIVER AND RICHARD DIX in a Scene From RKO-Radio's Forthcoming Picture, "The Conquerors."



INTRODUCING AN ACTOR FROM THE ISLE OF BALI: ARMAND DENIS,
Co-Director and Co-Producer of the Native Romance Drama, "Goona-Goona" ("Love Powder"), With His
Pet Monkey, Wuku.
(First Division Exchanges.)



PAULETTE GODDARD, Who Has Been Engaged by Samuel Goldwyn to Appear in Eddie Cantor's Picture, "The Kid From Spain." (Charles E. Bullock.)



MARLENE DIETRICH .
as She Appears in the Leading Rôle of Paramount's Newest Release,
"Blonde Venus."



YOUNG STARS GROWN SUDDENLY OLD:
NORMA SHEARER AND CLARK GABLE
in a Scene From Metro-Goldwyn-Mayer's Screen
Adaptation of Eugene O'Neill's Famous Play, "Strange
Interlude," at the Astor Theatre.

JEANNE AUBERT in the New

Revue,

"Ballyhoo

of

1932,"

Coming

to the

44th St.

Theatre. (Oggiano-Mitchell.)



CHARLES D. BROWN, RUTH GORDON AND DONALD MACDONALD as They Appear in a Scene From "Here Today," at the Ethel Barrymore Theatre. (White.)



THOMAS MITCHELL
Who Will Appear in the Leading
Role of "Clear All Wires," Opening at the Times Square Theatre
Next Week.
(White.)





BSERVATORIES

SAM H. HARRIS PRESENTS

"HERE TODAY"

By GEORGE OPPENHEIMER STAGED BY GEO. S. KAUFMAN WITH RUTH GORDON ETHEL BARRYMORE THEATRE 47TH STREET, WEST OF BROADWAY Eves. 8:30. Wed. & Sat.

THEE I SING"

with GAXTON MORAN MOORE
MUSIC BOX THEATRE, WEST 45 ST. EVES. 8:50. MATS. THURS. & SAT.

ARTHUR J. BECKHARD presents ANOTHER LANGUAGE

By ROSE FRANKEN, with
GLENN ANDERS, MARGARET WYCHERLY
LAURA STRAUB, JOHN BEAL

BOOTH THEATRE, 45th St., West of Broadway

"BLESSED EVENT"

STRAND B'way & 47th S5c to 1 P. M.

"LIFE BEGINS"

Twice Daily: 2:45-8:45. Sundays, Holidays: 3, 6, 8:45. RESERVED SEATS 50c to \$1.50

HOLLYWOOD B'way & 51st St.

STRANGE INTERLUI

A Metro-Goldsoyn-Mayer Picture
THEA., B'way Daily 2:40-8:40—Sat., Sun. & Hols. 50c to \$1.00
Eves. 59c to \$2



DOROTHY STONE AND CHARLES COLLINS
in the Musical Comedy, "Smiling
Faces," at the Shubert Theatre.
(DeBarron.)

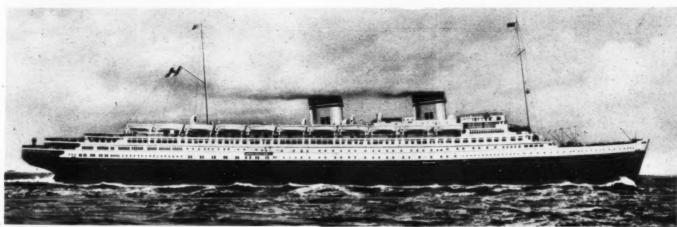
RULES FOR THE MID-WEEK PICTORIAL AMA-TEUR PHOTOGRAPHIC COMPETITION.

Prize-Winning Pictures in the Amateur Photographic Competition are published in the last issue of each month. MID-WEEK PICTORIAL awards a first prize of \$15 for the best amateur photograph, \$10 for the second best photograph and \$3 for each other photograph accepted. Amateur photographs must be submitted by the actual photographer. They must carry return postage and should be addressed to the Amateur Photograph Editor, MID-WEEK PIC-TORIAL, 229 West Forty-third Street, New York, N. Y.



ADRIENNE LACHAMP,
Formerly a Star in Max Reinhardt's Productions, Who Will Appear on Broadway
This Season in a Play Which She Is Translating from the Hungarian.
(White.)







ITALY'S NEW
CONTENDER FOR THE
SPEED LAURELS
OF THE ATLANTIC:
THE REX

THE REX
of the Italian Line, the
Largest Ship Built Since
the World War, Which
Was Recently Completed
at the Ansaldo Shipyards
in Sestri Ponente, Italy,
and Will Make Its Maiden
Voyage From Genoa to
New York on Sept. 27.
Four Turbine-Driven Propellers Give the 54,000Ton Ship a Maximum
Speed of Twenty-Eight
Knots.

At Left—
A PENNSYLVANIA
TOWN CELEBRATES
ITS CENTENNIAL:
PARADERS

Dressed in the Costumes of Their Ancestors in the Hundredth Anniversary Celebration of Freedom, Pa., Which Was Founded in 1832 by a Group of Settlers Called Economites.

(Times Wide World Photos, Philadelphia Bureau.) ART FOR THE SAKE OF A SISTER ART: DANCERS

of the Catherine Littlefield School Rehearsing on the Steps of the Philadelphia Art Museum for Their Program in Fairmount Park for the Benefit of the

Unemployed Musicians of the City. (Times Wide World Photos, Philadelphia Bureau.)

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THE CALIFORNIA STARS CAPTURE THE AMERICAN DOUBLES CROWN: KEITH GLED-HILL AND ELLSWORTH VINES, the National Singles Champion, Receive Their Trophies From Henry R. Guild, President of the Longwood Cricket Club at Brookline, Mass., After Their Victory Over the Defending Champions, Wilmer Allison and John Van Ryn. (Associated Press.)



BREATHING APPARATUS THAT MEETS ALL EMERGENCIES:

PATROLMAN EDWARD KIERNAN
of the New York Police Department Testing a New Type of Mask
Which Is Said to Be Effective in Water, Gas and Smoke Rescues. (Times Wide World Photos.)



THE PERFECT MARKSMAN OF THE ANGLING FRATERNITY: FRANK STEE of the Lincoln Park Casting Club of Chicago, Who Scored 100 in the Dry-Fly Accuracy Cast, the First Time the Feat Was Ever Accomplished, While Competing in the Tournament of the Association of Scientific Casting Clubs at Carnegie Lake, Pittsburgh.

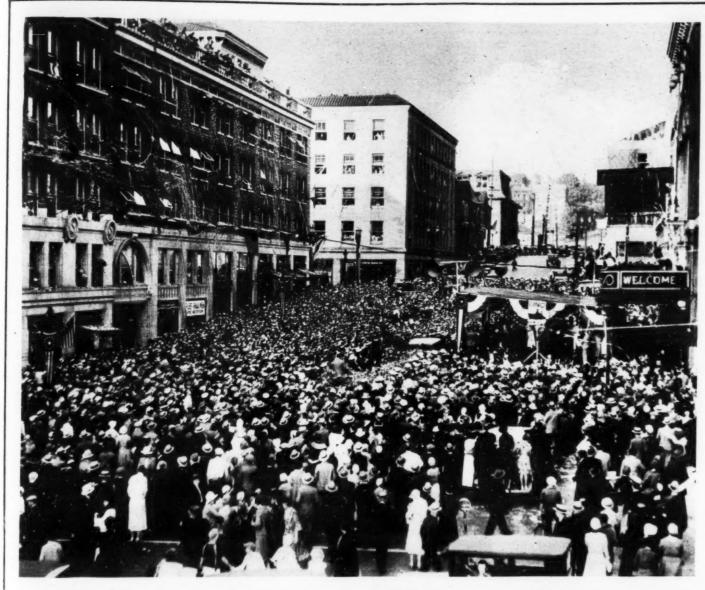
(Times Wide World Photos, Pittsburgh Bureau.)

A CLOSE ATTACHMENT BETWEEN ORNITHOLOGIST AND BIRD:
HENRY M. KENNON,
Director of the Bird House of the St. Louis Zoo, With the Hyacinthine Macaw,
a Rare Specimen, Which He Has Trained to Pinch His Nose Gently in His Beak,
a Trick Not Recommended for All Parrot Owners.
(Times Wide World Photos, St. Louis Bureau.)



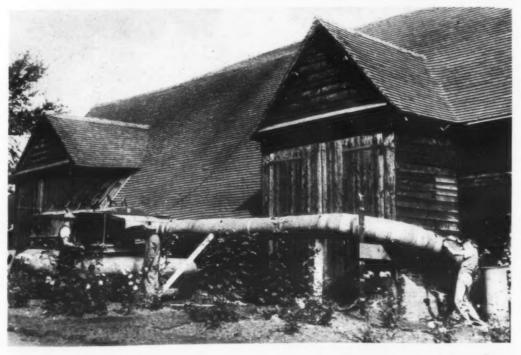
THE MODEL OF GRACE AS
DECIDED IN ILLINOIS: MISS
BEATRICE IMHOFF
of Hillsboro, Who Was Named as the
Leading Beauty in the Contest Conducted During the State Convention of
the American Legion at Danville.

(Davidson's Studio.)



SEATTLE WELCOMES HOME ITS WORLD-**FAMOUS** SWIMMER: A GREAT CROWD Gathered for the Official Reception to Helene Madison Upon Her Return From Los Angeles, Where She Won Two Events in the Olympic Swimming Competition. (Times Wide World Photos.)





ANOTHER CALIFORNIA BOAT LEADS THE WAY:

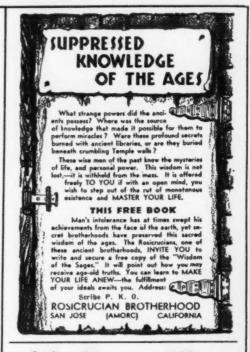
THE CREW OF THE U. S. S. CALIFORNIA

Crossing the Finish Line Ahead of Seven Other Cutters From Ships of the Battle Force in the Three-Mile Race on Lake Washington, Held in Connec-tion With Seattle's Fleet Frolic Week Celebration.

(Times Wide World Photos.)

SCIENCE COMES TO THE AID OF A FAMOUS BRITISH LANDMARK: THE QUAKER MEETING HOUSE QUAKER MEETING HOUSE in Buckinghamshire, England, Which Reputedly Was Constructed With Timber From the Mayflower, Receives a Pipe Line Through Which Hot Air Was Blown in an Attempt to Exterminate the Death Watch Beetles Which Threaten the Building With Destruction.

(Times Wide World Photos.)



TheVALUE of NEWS



The New York Times holds to its single purpose of gathering and printing the news.

News is the indispensable element of a newspaper for which there can be no substitute, for which nothing else can compensate.

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The New York Cimes

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How to Speak and Write Masterly English

Does your English reveal your lack of education, or does it prove that you are a person of culture and refinement? Are you handicapped in your speech and writing, or does your command of English rise to meet every occasion and every situation? English is the one tool you must use every day. This tells how you can improve it almost at once.

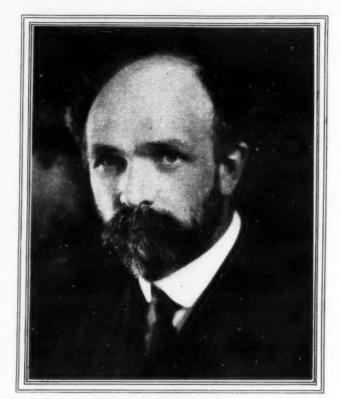
ANY persons say, "Did you hear from him today?" They should say, "Have you heard from him today?" Some spell calendar "calender" or "calander." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom," and how frequently the simplest words are mispronounced. Few know whether to spell certain words with one or two "c's" or "m's" or "r's" or with "ie" or "ei," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

Your English Reveals You

Does your English help or hurt you? Do you write and speak correctly or do your errors reveal and handicap you? Every time you talk, every time you write, you show what you are. When you use the wrong word, when you mispronounce a word, when you punctuate incorrectly, when you use flat, ordinary words, you handicap yourself enormously. Words are the driving. compelling force in business. Ideas cannot be expressed except in words. An unusual command of English enables you to present your ideas clearly, forcefully, convincingly. Your English is a tool you use every day to help you improve your business or social position. If it is correct it helps you. If incorrect it hurts you more than you will ever know, for people are too polite to tell you about your mistakes.

Stop Making Mistakes

For many years Mr. Cody studied the problem of creating instinctive habits of using good English. He appealed to school superintendents, and 150 of them placed classes at his disposal for experiment. He appealed to great corporations, and they let their employees be tested so Mr. Cody would know how accurate they really were. He was amazed to discover that the average person in school or in business is only 61% efficient in the vital points of English grammar. After countless experiments Mr. Cody finally invented a simple method by which you can acquire a better command of the English language in only 15 minutes a day. Now you can stop making the mistakes in English which have been hurting you.



SHERWIN CODY

Sherwin Cody's Self-Correcting Method

Mr. Cody was granted a patent on his unique device, and now he places it at your disposal. You do the lesson given on any particular page, then you see just how Mr. Cody would correct that paper. You mark your errors and check them in the first blank column. Next week you try that page again, on the second unmarked sheet, correct your errors, and check them in the second column. You see at a glance what you have failed to remember, and at the bottom you compare your average with that of grammar school graduates, high school graduates, and experienced stenographers, until you have reached the 100% point in spelling, punctuation, pronunciation, grammar and expression.

Learn by Habit-Not by Rules

Mr. Cody has applied scientific principles to teaching the correct use of our language. He made thousands of tests of his various devices before inventing his present method. In all his tests he found that the trouble with old methods is that they do not stick in the mind. Rules are memorized, but correct habits are not formed. Finally the rules themselves are forgotten. The new Sherwin Cody method provides for the formation of correct habits by constantly calling attention to the mistakes you make.

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